**Entrepreneurship Assistance Center Program**  
**60th Group**  
March 16 – May 18, 2020

<table>
<thead>
<tr>
<th>DAYS</th>
<th>TIME</th>
<th>EVENTS</th>
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<tbody>
<tr>
<td>February 26</td>
<td>1:00-2:00</td>
<td>Start and Expand Your Business – Free Webinar</td>
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<tr>
<td>March 16</td>
<td>6:00-8:00</td>
<td>Business Model Canvas – Mitch Tobol</td>
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<td></td>
<td>8:00-8:30</td>
<td>Customer Discovery Presentation – Sharon Goldsmith</td>
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<td>8:30-9:00</td>
<td>Class worktime</td>
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<td>March 18</td>
<td>6:00-9:00</td>
<td>Products/Services/Market Analysis</td>
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<td>Mitch Tobol</td>
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<td>March 23</td>
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<td>Assignment 1 Due</td>
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<td>March 25</td>
<td>6:00-9:00</td>
<td>Industry Patterns/Trends</td>
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<td>Mitch Tobol</td>
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<td>March 30</td>
<td>6:00-9:00</td>
<td>Branding/Positioning</td>
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<td>Mitch Tobol</td>
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<td>April 1</td>
<td>6:00-7:00</td>
<td>Executive Summary/Pitch Presentation Format Overview</td>
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<td>7:15-9:00</td>
<td>Website/Social Media</td>
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<td>Mitch Tobol</td>
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<td>April 6</td>
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<td>Assignment 2 Due</td>
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<td></td>
<td>6:00-7:00</td>
<td>Customer Discovery Report</td>
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<td>7:15-9:00</td>
<td>Media Strategies</td>
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<td>Mitch Tobol</td>
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<td>April 7</td>
<td>5:30 – 8:30</td>
<td>PowerPoint (Optional)</td>
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<td>April 8</td>
<td>6:00-9:00</td>
<td>Sales</td>
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<td>Mitch Tobol</td>
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<td>April 13</td>
<td>6:00-7:00</td>
<td>Loans/Credit/Criteria</td>
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<td>7:15-9:00</td>
<td>Insurance/Risk Management</td>
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<td>Toni-Ann Kobel</td>
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11. April 15  
**Assignment 3 Due**
- 6:00-7:00  
  Customer Discovery Report
- 7:15-9:00  
  Pricing/Break Even Analysis/Operating Budget
  Mitch Tobol

12. April 20  
6:00-9:00  
Forms of Ownership/Taxes
Jack Sullivan

13. April 21  
5:30-7:30  
**Excel Part 1 (Optional)**
Elizabeth Lorentzen

14. April 22  
6:00-9:00  
Forms of Ownership/Taxes
Jack Sullivan

15. April 22  
8:00-10:00  
**Operation Downtown (ideaHUb)**
Mitch Tobol

16. April 27  
**Assignment 4 Due**
- 6:00-7:00  
  Customer Discovery Report/Questions on Pitch Presentation
- 7:15-9:00  
  Recordkeeping – Oak Street Ctr, Room 122
  Deborah Miraglia

17. April 28  
5:30-7:30  
**Excel Part 2 (Optional)**
Elizabeth Lorentzen

18. April 29  
6:00-9:00  
Recordkeeping – Oak Street Ctr, Room 123
Deborah Miraglia

19. May 4  
6:00-9:00  
Financial Statements – Oak Street Ctr, Room 123
Deborah Miraglia

20. May 6  
**Assignment 5 Due**
- 6:00-9:00  
  Financial Statements/Action Plan – Oak Street Ctr, Room 123
  Deborah Miraglia

21. May 11  
**Assignment 6 Due**
- 6:00-9:00  
  Final Customer Discovery Report and Final Draft Business Model Canvas Discussion, Pitch Presentation Practice
  Mitch Tobol

22. May 18  
6:00-9:00  
Pitch Presentations (ideaHUb)
Deborah Miraglia, Mitch Tobol

**FINAL Business Model Canvas, Executive Summary, and Pitch Presentation Due**
Friday, May 15, 2019 by 10 am.